

TYPEFACE FAMILY No. 16

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
Fraktur Medium Bold Condensed					
			Words		
16-1 MBC	16	K51	Fewer	\$.52	\$222.00
16-1 MBC	20	K51	Fiber	.66	282.00
16-1 MBC	24	K52	Field	.74	241.00
16-1 MBC	28	K52	Fleet	.75	245.00
16-1 MBC	36	K53	Fiery	1.06	260.00
16-1 MBC	42	K53	Flock	1.13	299.00
16-1 MBC	48	K54	Filly	1.23	321.00
Fraktur Bold					
			Words		
16-2B	16	K51	Finer	\$.52	\$222.00
16-2B	20	K51	Frost	.66	282.00
16-2B	24	K52	Fried	.74	241.00
16-2B	28	K52	Firms	.75	245.00
16-2B	36	K53	Fived	1.06	260.00
16-2B	42	K53	Flags	1.13	299.00
16-2B	48	K54	Flait	1.23	321.00
Fraktur Bold					
			Words		
16-3B	16	K51	Flare	\$.52	\$222.00
16-3B	20	K51	Flash	.66	282.00
16-3B	24	K52	Flask	.74	241.00
16-3B	28	K52	Flats	.75	245.00
16-3B	36	K53	Fleck	1.06	260.00
16-3B	42	K53	Fleet	1.13	299.00
16-3B	48	K54	Flesh	1.23	321.00

Total number of matrices in the above special font schemes is:

K51—428 matrices

K52—327 matrices

K53—265 matrices

K54—361 matrices

TYPEFACE FAMILY No. 17

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
Engravers Bold					Warms
(Alignment, same as Lining Gothic Fonts)					
No. 17	6	No. 2	K16	Fluid	
No. 17	6	No. 3	K16	Fluke	
No. 17	6	No. 4	K16	Flame	
No. 17	6	No. 5	K16	Flunk	List
No. 17	12	No. 1	K17	Flush	Price
No. 17	12	No. 2	K17	Flute	"C"
No. 17	12	No. 3	K17	Focus	"C"
No. 17	18	No. 1	K9	Folis	
No. 17	18	No. 2	K9	Folds	
No. 17	24	No. 1	K28	Folis	

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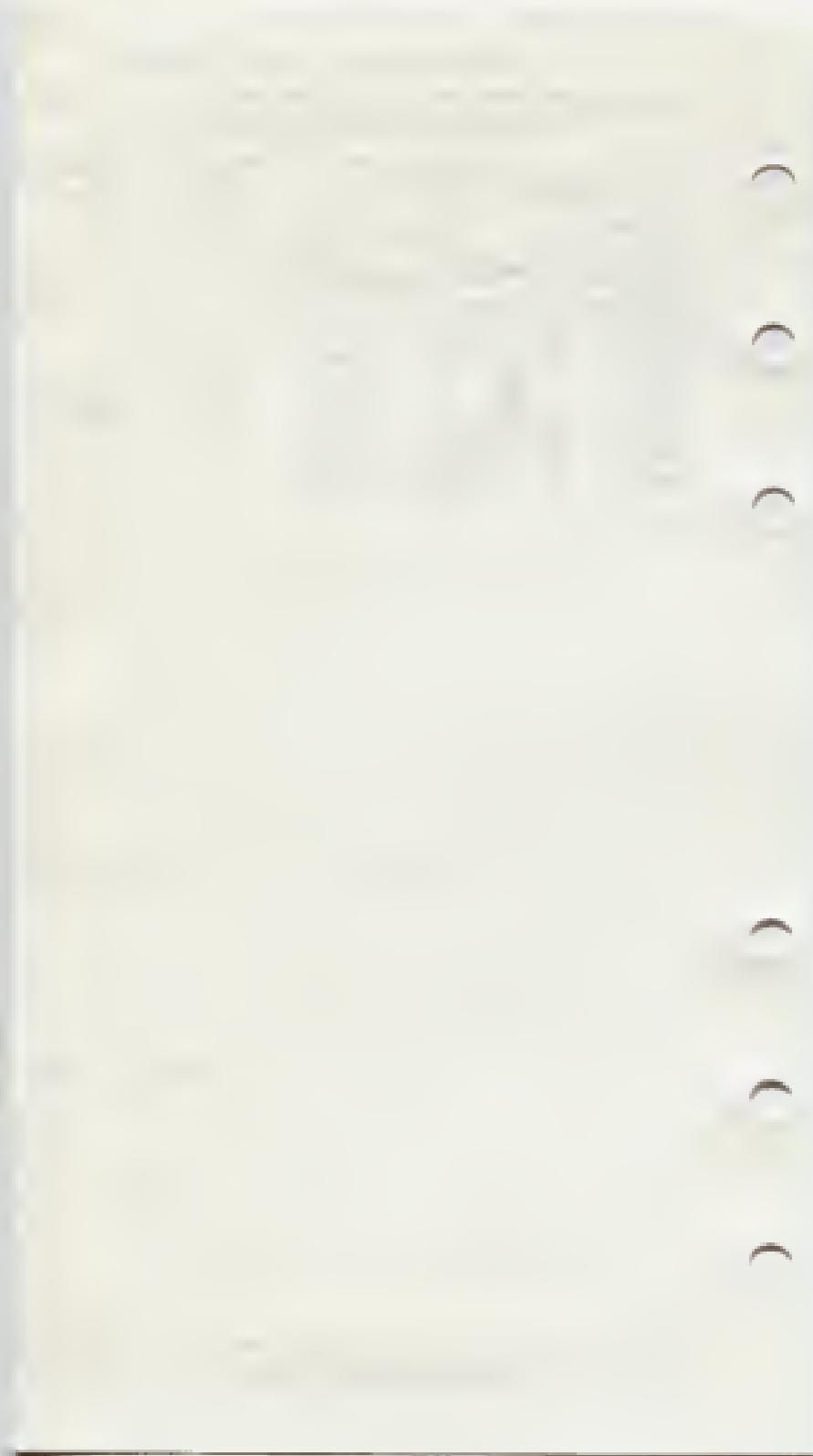
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Confidential Information for Ludlow Salesmen

TYPEFACE FAMILY No. 18

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
Victoria Italic					
(Alignment, same as Lining Gothic Font)					
All sizes on Roman body.					
No. 18	6	No. 2	K16	Folly	
No. 18	6	No. 3	K16	Foxy	
No. 18	6	No. 4	K16	Force	Price
No. 18	12	No. 1	K17	Forge	List
No. 18	12	No. 2	K17	Forks	"D"
No. 18	12	No. 3	K17	Forms	"D"
No. 18	12	No. 4	K17	Forth	



Confidential Information for Ludlow Salesmen

TYPEFACE FAMILY No. 19

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
Cameo					
No. 19	12	K7	Found		
No. 19	14	K7	Faxes		
No. 19	16	K4	Foyer		
No. 19	24	K4	Frail		
No. 19	30	K4	Frame	Price	Price
No. 19	36	K1 1/4	Frank	List	List
No. 19	42	K1 1/4	Fraud	"A"	"A"
No. 19	48	K1 1/4	Freed		
No. 19	60	K58	Framp		
No. 19	72	K58	Freed		
Cameo Italic					
			Youth		
19-I	12	K8	Gurge		
19-I	14	K8	Gusto		
19-I	16	K3	Gutta		
19-I	24	K3	Gutty	Price	Price
19-I	30	K3	Gyron	List	List
19-I	36	K1	Gyrus	"B"	"B"
19-I	42	K1	Habit		
19-I	48	K1	Health		

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TYPEFACE FAMILY No. 20

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
Old English					Wraps
No. 20	8	K47-02	Hakim		
No. 20	10	K48-02	Halid		
No. 20	12	K48-02	Fresh	Price	Price
No. 20	14	K48-02	Hallo	List	List
No. 20	18	K57	Frill	"A"	"L"
No. 20	24	K57	Fried		
No. 20	30	K57	Halma		
No. 20	36	K55	Frisk		
No. 20	48	K55	Colts		

Because the Old English typeface is generally used for comparatively short lines, fonts made up according to the font schemes indicated above are relatively smaller than ordinary fonts.

The total number of matrices in the fonts as listed above is about 80% of the total number of matrices in an ordinary font of the same point size.

Fonts as priced above have generally proven more acceptable to users than large fonts at higher prices, as there is a sufficient number of matrices in the fonts to meet regular "short line" requirements. Where this face will be used for regular composition a double font or a font plus a sorts font should be ordered.

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